

Submitted: May 18, 2016
Approved: May 18, 2016

MINUTES OF THE CITY OF ROCKVILLE SIGN REVIEW BOARD
MEETING 03-2016
April 6, 2016

The City of Rockville Sign Review Board convened in regular session in the Black Eyed Susan Conference Room at 9:00 a.m., April 6, 2016

Members Present: Ms. Ruth Hanessian
Mr. Jay Feinstein
Mr. Joe Anastasi, Alternate

Staff Present: Deane Mellander, Zoning Administrator
Tamara Dietrich, Inspection Services Division

Applicants Present: See Sign in Sheet

I. PUBLIC HEARING

SRB2016-00588 – 885 Rockville Pike, Mission BBQ

This modification request is to install tenant identification signs that do not meet the shopping centers current sign concept plan of red channel letters. Mission BBQ restaurant is requesting white channel letters with an orange and white star logo. The sign will be erected on a freestanding separate building within the shopping center that is adjacent to Rockville Pike. There is one other store within the shopping center with a white channel lettered sign that was approved by a prior sign modification. The management company of the shopping center is in favor of this modification being approved.

Mr. Anastasi moved to approve sign as presented, Mr. Feinstein seconded. The motion passed unanimously by 3-0 vote.

SRB2016-00589 – 1401 Rockville Pike, Montgomery County Department of HHS

This modification request is to install one building sign in the rear of the property and one freestanding sign adjacent to Rockville Pike. The sign concept for the property is white channel letters. The applicant is requesting the sign colors of blue/white letters with blue/white background along with the County Seal on the sign and to erect a freestanding

sign closer to the property line than the setback requirements. This building is an office building with retails on the ground level. Mr. Monty Howard, graphic designer and consultant to the County, gave the introduction and specifics to the Board. The applicant is requesting that the freestanding sign be erected directly adjacent to the property line and at that location (per the sign ordinance) would only allow a sign face area of zero square feet and sign height of zero feet. The proposed freestanding sign is 28 square feet in sign face area and 3 feet 10 inches in height. Visitors at Templeton Place and avoid lot that is reserved for retail tenants go to back to pull into garage or if they park in the lot, it will allow them access to the back door, which has been renovated and changed to be more of a main entrance. Sign will guide traffic from north and southbound directions into Templeton Place.

Ms. Hanessian suggested to vote on the sign in the rear of building separately. Mr. Anastasi moved to approve sign in rear, Mr. Feinstein seconded. The motion passed unanimously by 3-0 vote.

Mr. Anastasi moved to approve freestanding sign, Mr. Feinstein seconded. Vote Mr. Anastasi and Mr. Feinstein - yes, Ms. Hanessian – no. The motion passed by 2-1 vote.

SRB2016-00591 – 15245 Shady Grove Road, Remax Realty

This modification request is for a building sign that does not meet the property's current sign concept of individual gold letters with back-lit neon. The applicant is requesting a blue and red channel letter sign. This property is located in the MXE zone which permits 250 square feet of signage per record lot. There is one other sign on the property that has a prior approved sign modification and it utilizes read channel letters. The sign is 37 square feet in area.

Mr. Anastasi moved to approve, Mr. Feinstein seconded. The motion passed by unanimous vote 3-0.

SRB2016-00590 – 1401-1405, 1413 Research Blvd., - Research Row

This modification request is to exceed the 250 square feet of allowable signage on a record lot in a MXE zone. This property has an existing building and four proposed buildings. The applicant is requesting 4,835.75 square feet of signage for the property.

Joe from Gable Signs explained uses/tenants proposed on record lot. To utilize different colors, style, etc. Would like to mimic MXCD zone sign requirement.

Lots consists of 3 ownership lots, meaning each lot is designated as a separate and distinct parcel of land for purposes of ownership on a legally recorded ownership plat filed among the land records of the County. The MXE zone allows 250 square feet of total signage for the entire record lot which includes all of the ownership lots combined. The applicant is requesting three (3) freestanding signs. One freestanding sign adjacent to Interstate 270 with 141 square feet of sign face area, the ordinance permits a maximum of 100 square feet. In addition, the applicant is proposing two (2) freestanding signs at

each entrance to the property from Research Blvd. Each sign is fifty-nine (59) square feet in sign face area, fifty (50) square feet is permitted per the sign ordinance and only one (1) of the smaller freestanding signs is permitted. The applicant is also requesting that all of the signs on the property be different in color, type, style, etc.

This property is located in the MXE zone. Unlike the Sign Regulations for other zones, the total area of all signs in this zone is limited to 250 square feet per record lot. Sign sized are not calculate by building in the MXE zone. Since this development is only in the conceptual stage, there is no guarantee that any of the proposed buildings will be constructed. If the Sign Review Board approves the application, it is conceivable that this record lot, currently with only one building on it, would be permitted to utilize 4,835.75 square feet of signage. Discussion followed.

Mr. Anastasi made a motion to approve as submitted. No second. Motion failed. Ms. Hanessian would like to defer to next meeting as it may be in the applicant's and the City's best interest. Mr. Feinstein seconded. Ms. Hanessian and Mr. Feinstein – yes, Mr. Anastasi – no. Motion to defer passed by 2-1 vote.

II. MINUTES – None

III. OLD BUSINESS – None

IV. NEW BUSINESS – None

V. ADJOURN – Meeting adjourned at 10:41 am.

The next meeting of the Sign Review Board is scheduled for Wednesday, May 18, 2016 at 9:00 AM in the Black Eyed Susan Conference Room, located on the 3rd floor of City Hall.